

## TWO AT AUTO SHOW

E. E. Cohen and H. L. Keats  
Return From New York.

### RANGE OF DISPLAY IS WIDE

Complete Line of Oldsmobiles Exhibited. Many Sales Being Made. Number of Cylinders of Future Cars Is Topic of Discussion.

Among all the throngs who surged in and out of Grand Central Palace, New York, during the recent National Auto Show, there were only two Portland automobile dealers, E. E. Cohen, of the Oldsmobile Company of Oregon, and H. L. Keats, of H. L. Keats Auto Company.

"Without doubt this year's exhibition was the largest and most successful display of its kind that has ever been held in this country," said Mr. Cohen, who was the first to return to Portland last week.

"Cars were shown from \$500 to \$7000, and all good values in their respective classes. The complete floor space of the Grand Central Palace was used, which includes four floors.

"The Oldsmobile people showed their complete line of six body designs, roadster, club roadster, five-passenger, seven-passenger, sedan victoria and cut-a-way chassis.

Many Orders Received. The first afternoon the show opened the Oldsmobile Company re-

**EXPORTATION OF AUTOS FROM UNITED STATES HAS GROWN STEADILY.**

The following figures on automobile exports from the United States since 1908, covering both pleasure and commercial cars, show clearly how this country is gaining in importance as a motor car center:

| Year | No.    | Value.       |
|------|--------|--------------|
| 1908 | 2,477  | \$ 4,886,991 |
| 1909 | 3,184  | 5,837,021    |
| 1910 | 6,928  | 9,548,700    |
| 1911 | 11,803 | 12,865,049   |
| 1912 | 21,757 | 21,550,139   |
| 1913 | 35,282 | 36,915,934   |
| 1914 | 29,080 | 26,574,574   |
| 1915 | 37,876 | 60,254,636   |
| 1916 | 77,496 | 97,464,531   |

ceived 18 retail orders, and the way the throngs of people crowded and pushed to see the new Oldsmobile was an evidence of the sensation it had created.

"There was considerable discussion as to the ultimate motor, as to whether it would be a four, six, eight or 12-cylinder. My conclusion from these discussions, which were frequent, was that all of the present designed motors have come to stay.

"The V type of engine, either in the eight or 12, have both proved their worth, and are gaining in popularity. The old fear that more cylinders means more trouble has been proved by manufacturers and users to be a fallacy.

The advantage of a V-type motor is on account of the smooth running obtained by impulses being close together, which decreases wear on tires and on all driving parts.

"Balance was the biggest feature displayed at the show. Most all of the better car manufacturers are directing their efforts toward balancing their crank shaft, pistons and connecting rods.

Highway Publicity Advised.

"I was much pleased to see on the menus of some of the hotels Oregon apples and Oregon prunes, but the Columbia River Highway isn't as well known as it should be, and we should make a special effort to see that every tourist who comes to Portland sees this wonderful work of nature."

Mr. Cohen was in Lansing, Mich., January 1, and was honored with an invitation from Dudley A. Suddall to attend the reception hall in honor of the inauguration of Governor Sleeper.

On his way back he stopped off at Baker, La Grande and Pendleton, and



## Learn the Auto Business

Portland, Oregon, Jan. 19, 1917.

### TO OUR FRIENDS:

We, the undersigned, believe it is our duty to let our friends and the general public know that we have, situated in Portland, the finest Automobile and Tractor School in the West. It is called "Hemphill's Trade School," and is located at 707 Hawthorne avenue, corner 20th st.

The instructors are very capable men, Mr. Hemphill himself supervising all the teaching; we are certain that there is not a man in the city of Portland or elsewhere who cannot thoroughly understand the mechanical end of the business once he takes this course.

We take pleasure in recommending this school to you, knowing you shall always be our friends once you visit this school.

During Automobile Show Week we extend special invitation for you to come and visit us, although the school is always open for inspection.

MEMBERS CLASS "A" HEMPHILL'S TRADE SCHOOL'S STUDENTS

- |               |               |
|---------------|---------------|
| W. H. Flagg   | Guy Fuller    |
| A. Hindelmann | Louis Derby   |
| H. G. Banton  | A. C. DeVore  |
| B. C. DeFord  | Wm. L. Fryar  |
| F. E. Lindsay | Marvin Nobles |
| A. Johnson    | Wm. McCauley  |

says that prospects look wonderfully good for a big business in that territory. He is in hopes that the freight-car shortage will be adjusted so that the full allotment of cars will be received.

### GASOLINE MILEAGE IS LARGE

Chevrolet "Four-Ninety" Makes Fine Record in Pasadena Contest.

PASADENA, Cal., Jan. 20.—A convincing demonstration of motor economy was made in this city recently by a Chevrolet "four-ninety" touring car.

A stock machine was put on the street with a sealed 20-gallon gasoline tank for a mileage test. A prize was offered by the Pasadena Chevrolet dealer for the nearest guess to the exact mileage made with the car on the 20 gallons of fuel.

The car made 87.1 miles on the 20 gallons of gasoline. Three and a quarter quarts of cylinder oil was used. The car was run through the traffic of Pasadena for 400 miles. The remainder of the distance was over the city streets and the foothills of the Sierra Madre Mountains.

The test showed 23.37 miles to the gallon of gasoline and 27.9 miles to the quart of oil. This test makes the fuel operation cost of the Chevrolet "four-ninety" less than 2 cents per mile.

## GRANT-SIX

THIS CAR REPRESENTS THE EVOLUTION of the six-cylinder motor. The Grant motor is the sort that pleases you in every performance. This exclusively designed and built motor is a marvel of economy.

Owners average 20 miles to the gallon of gasoline—"some say 28 miles"—and 900 to 1200 miles to the gallon of lubricating oil. Many buyers who look at the Grant motor and ride in the Grant car

look no further. Roadster \$825, F.O.B. Detroit. Touring Car \$825, F.O.B. Detroit.

a motor must be speak equally good chassis construction.

But we have more than an uncommonly good motor in the Grant-Six, and therefore welcome the close scrutiny of those who are more exacting. Like the man who builds a good house from basement to attic, he wants you to see the cellar and note how thoroughly everything is done and he is equally anxious to observe the other good and important construction.

Get a Copy of Grant-Six Specifications at the Show.

## MANLEY AUTO CO.

Distributors  
Eleventh and Oak Sts. at Burnside Bdwy. 217

## Willard

TRADE MARK REGISTERED

### It Won't Freeze



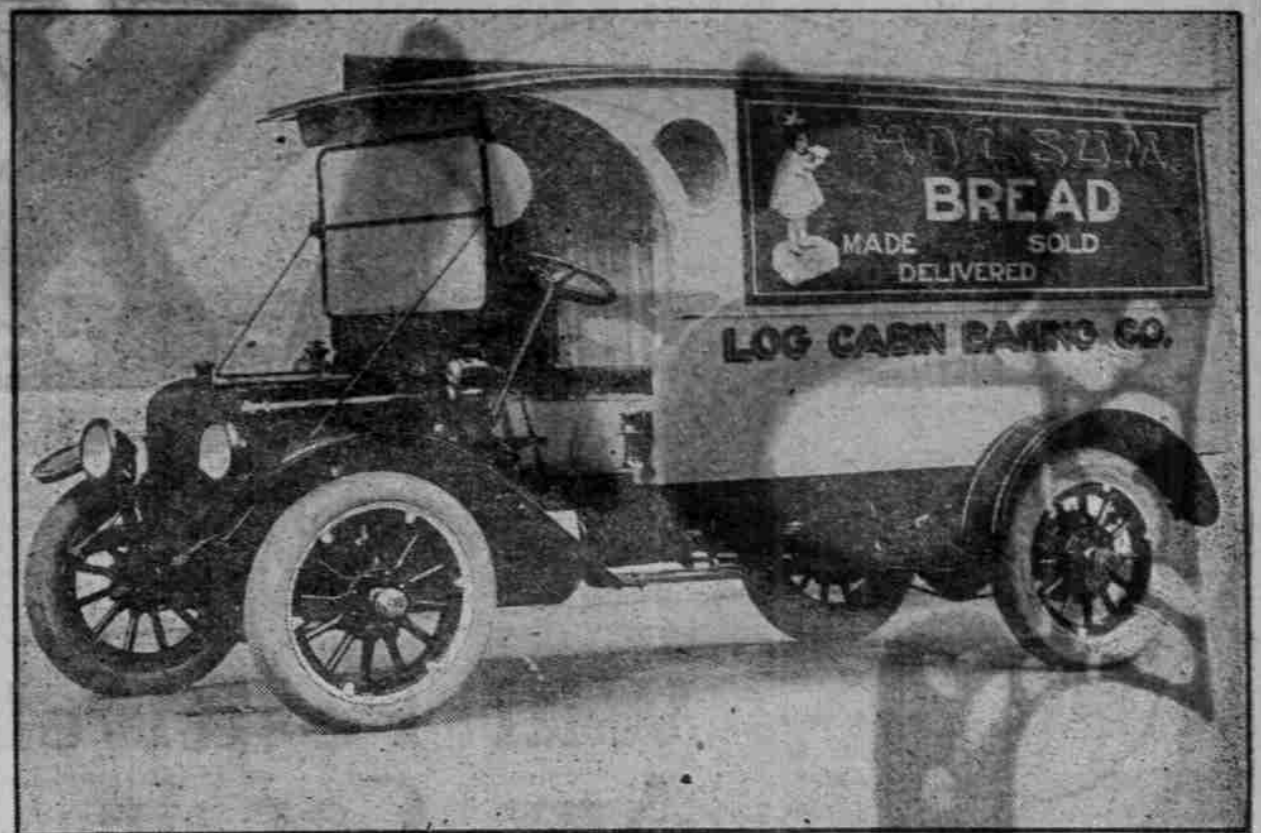
Your battery won't freeze if it is kept fully charged. And it will be kept fully charged if we help you care for it.

## Auto Electric Equipment Co.

Sixth and Burnside

Phone Broadway 1073

We are glad to test your battery at any time



ONE OF SEVEN USED BY LOG CABIN BAKING CO.

### Why Are



Users Our Best Salesmen?

Greater Pulling Power.  
Lower Upkeep.  
Greater All Round Dependability.  
That's the G. M. C. Story.

## "A TRUCK TO FIT YOUR BUSINESS"

3/4, 1, 1 1/2, 2, 3 1/2 and 5-Ton Models—Either Worm or Chain Drive.

## Columbia Carriage & Auto Works

Truck Headquarters

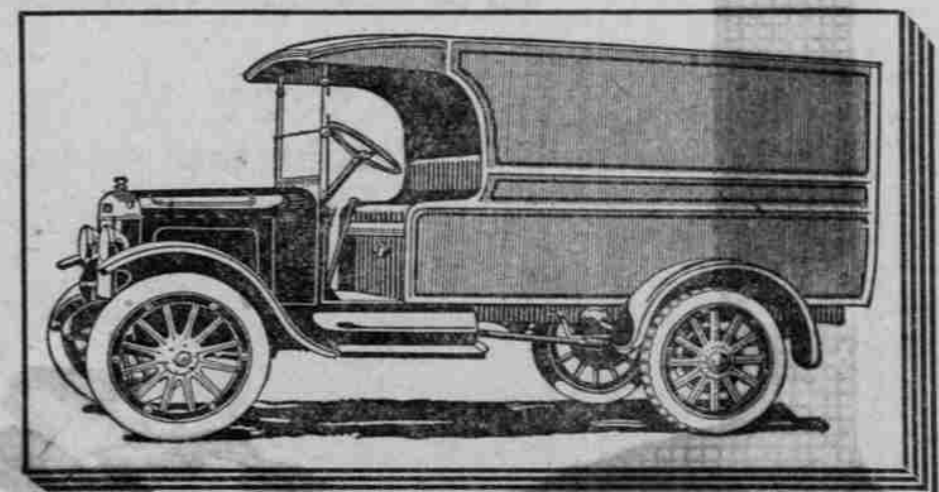
209-11 Front Street, Portland, Oregon

TRUCK SENSATION AT NEW YORK AUTO SHOW

# REPUBLIC DISPATCH

Maximum Capacity  
1500 lbs.

See This Truck  
at the Portland Show



COMPLETE AS SHOWN ABOVE  
DELIVERED IN PORTLAND \$900

### GENTLEMEN Think This Over

There have been more Republic trucks sold in Oregon during the past year than of any other make — nearly double, in fact. Let us explain the reason at the show.

Or, if you prefer, complete with express body, canopy top, side curtains, glass front, electric lights, horn, generator and battery.... \$875

Other Sizes

|       |        |        |        |
|-------|--------|--------|--------|
| 3/4   | 1      | 1 1/2  | 2      |
| \$875 | \$1225 | \$1425 | \$1825 |
|       |        | 3 1/2  |        |
|       |        | \$2750 |        |

## Roberts Motor Car Co.

Park and Flanders Streets

## During 1916

The Oregonian carried almost as much Automobile Advertising as all other Portland dailies combined.

Cylinder Grinding  
Oxy-acetylene welding  
Oxygen Cylinder Decarbonizing  
Kinks in frames straightened  
Automobile machine work  
New and oversize parts made to order  
Diagnosing motor-troubles a specialty  
Grinding of hardened steel parts  
Ignition, starting, lighting, repairs  
Let us serve you and you will have  
Less trouble with your automobile  
Come in and see our shop and  
Our facilities and workmanship

Automobile Owners, Dealers and Repairmen: You are cordially invited to call on us and inspect our plant. You are welcome

COOK & GILL CO.,  
409-411 Davis Street, Portland, Oregon  
Phone Broadway 26